

|  |                          |               |
|--|--------------------------|---------------|
| <b>DECLARATION AND POWER OF<br/>ATTORNEY FOR PATENT<br/>APPLICATION<br/>(37 CFR 1.63)</b>  | Attorney Docket Number   | 6560P003      |
|  | First Named Inventor     | Jim E. Rainey |
|  | <b>COMPLETE IF KNOWN</b> |               |
|  | Application Number       |               |
|  | Filing Date              |               |
|  | Art Unit                 |               |
| <input checked="" type="checkbox"/> Declaration Submitted with Initial Filing         OR <input type="checkbox"/> Declaration Submitted after Initial Filing (surcharge (37 CFR 1.16(e)) required) | Examiner Name            |               |

**As a below named inventor, I hereby declare that:**

My residence, mailing address, and citizenship are as stated below, next to my name.

I believe I am the original and first inventor (if only one name listed below) or an original and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled:

|   |
|---|
| <p align="center"><b>ADVERTISING BASED ON A SEARCH AND USER ATTRIBUTE COMBINATION</b></p> |
|---|

*(Title of the Invention)*

the specification of which

☒ is attached hereto.

OR

☐ was filed on (if applicable):

or \_\_\_\_\_ as United States Application Number \_\_\_\_\_  
 \_\_\_\_\_ PCT International Application Number \_\_\_\_\_  
 and was amended on \_\_\_\_\_ (if applicable)

I hereby state that I have reviewed and understand the contents of the above-identified specification, including the claim(s), as amended by any amendment specifically referred to above.

I do not know and do not believe that the claimed invention was ever known or used in the United States of America before my invention thereof, or patented or described in any printed publication in any country before my invention thereof or more than one year prior to this application. I do not know and do not believe that the claimed invention was in public use or on sale in the United States of America more than one year prior to this application, nor do I know or believe that the invention has been patented or made the subject of an inventor's certificate issued before the date of this application in any country foreign to the United States of America on an application filed by me or my legal representatives or assigns more than twelve months (for a utility patent application) or six months (for a design patent application) prior to this application.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign application(s) for patent, or inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, by checking the box, any foreign application for patent, inventor's or plant breeder's rights certificate(s), or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s):

| Prior Foreign Application Number(s) | Country | Foreign Filing Date (MM/DD/YYYY) | Priority Not Claimed     | Certified Copy Attached?                                 |
|-------------------------------------|---------|----------------------------------|--------------------------|--|
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> Yes <input type="checkbox"/> No |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> Yes <input type="checkbox"/> No |
|                                     |         |                                  | <input type="checkbox"/> | <input type="checkbox"/> Yes <input type="checkbox"/> No |

I hereby appoint the persons listed on Appendix A hereto (which is incorporated by reference and a part of this document) as my respective patent attorneys and patent agents, with full power of substitution and revocation, to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith.

Direct all correspondence to: ☒ Customer Number 08791 or ☒ Correspondence address below

|         |  |           |                |
|---------|--|-----------|----------------|
| Name    | Vani Moodley, Under 37 CFR § 10.9(b)<br>Blakely, Sokoloff, Taylor & Zafman LLP |           |                |
| Address | 12400 Wilshire Boulevard, Seventh Floor  |           |                |
| City    | Los Angeles  | State     | California     |
|         |  | Zip Code  | 90025-1030     |
| Country | USA  | Telephone | (408) 720-8300 |
|         |  | Fax       | (408) 720-8383 |

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

**NAME OF SOLE OR FIRST INVENTOR:** ☐ A petition has been filed for this undersigned inventor

Full Name: Jim E. Rainey  
*(First, Middle [if any], Family Name (or Surname), and Suffix [if any])*

Inventor's Signature \_\_\_\_\_ Date \_\_\_\_\_

Residence Mountain View, California USA Citizenship USA  
*(City, State, Country) (Country)*

Mailing Address 1555 West Middlefield Road, #97  
Mountain View, California 94043 USA

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|                                   |   |                   |
|-----------------------------------|---|-------------------|
| In re Application of:             | ) |                   |
|                                   | ) |                   |
| Jim E. Rainey                     | ) | Examiner: Unknown |
|                                   | ) |                   |
| Application No.: Not Yet Assigned | ) | Art Unit: Unknown |
|                                   | ) |                   |
| Filed: Herewith                   | ) |                   |
|                                   | ) |                   |
| For: ADVERTISING BASED ON A       | ) |                   |
| SEARCH AND USER ATTRIBUTE         | ) |                   |
| <u>COMBINATION</u>                | ) |                   |

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

APPOINTMENT OF ASSOCIATE ATTORNEY

Sir:

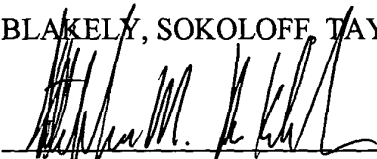
I hereby appoint Vanintheran (Vani) Moodley as my associate attorney in the above-entitled application, to prosecute this application, to make alterations and amendments therein, and to transact all business in the Patent and Trademark Office connected therewith.

Please continue to address all future communications to Blakely, Sokoloff, Taylor & Zafman LLP, 12400 Wilshire Blvd., Seventh Floor, Los Angeles, CA 90025-1026.

Respectfully submitted,

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN

Dated: September 12, 2003

  
\_\_\_\_\_  
Stephen M. De Klerk  
Reg. No. 46,503

12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1030  
(408) 720-8300

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

|                                   |   |                   |
|-----------------------------------|---|-------------------|
| In re Application of:             | ) |                   |
|                                   | ) |                   |
| Jim E. Rainey                     | ) | Examiner: Unknown |
|                                   | ) |                   |
| Application No.: Not Yet Assigned | ) | Art Unit: Unknown |
|                                   | ) |                   |
| Filed: Herewith                   | ) |                   |
|                                   | ) |                   |
| For: ADVERTISING BASED ON A       | ) |                   |
| SEARCH AND USER ATTRIBUTE         | ) |                   |
| <u>COMBINATION</u>                | ) |                   |

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

LIMITED RECOGNITION UNDER 37 CFR § 10.9(b)

The undersigned has been granted limited recognition under 37 CFR § 10.9(b) to prosecute patent applications in which the applicants are clients of the Blakely, Sokoloff, Taylor & Zafman LLP law firm, and wherein a registered practitioner who is a member of the Blakely, Sokoloff, Taylor & Zafman LLP law firm is the attorney or agent of record. In this regard, please see the attached copy of the original document in which this limited recognition is granted. In particular, please note that:

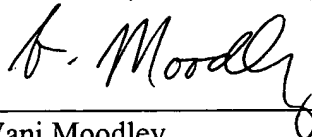
- (a) The undersigned is an employee of the Blakely, Sokoloff, Taylor & Zafman LLP law firm;
- (b) The above applicant is a client of the Blakely, Sokoloff, Taylor & Zafman LLP law firm;
- (c) A registered practitioner who is a member of the Blakely, Sokoloff, Taylor & Zafman LLP law firm is an attorney or agent of record in the above application;
- (d) The undersigned continues to lawfully reside in the United States on a H-1B visa; and

- (e) The undersigned has been appointed an associate attorney in the above application.

Accordingly, the undersigned meets all requirements for limited recognition under § 10.9(b), and thus permitted to prosecute the above patent application.

Respectfully submitted,  
BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN

Dated: 9/12/, 2003

  
\_\_\_\_\_  
Vani Moodley  
Under 37 CFR § 10.9(b)

12400 Wilshire Boulevard  
Seventh Floor  
Los Angeles, CA 90025-1030  
(408) 720-8300

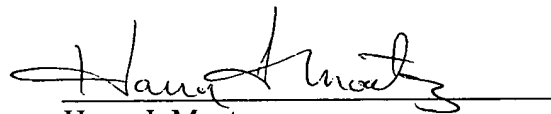
**BEFORE THE OFFICE OF ENROLLMENT AND DISCIPLINE  
UNITED STATE PATENT AND TRADEMARK OFFICE**

**LIMITED RECOGNITION UNDER 37 CFR § 10.9(b)**

Vanintheran Moodley is hereby given limited recognition under 37 CFR § 10.9(b), as an employee of the law firm of Blakely, Sokoloff, Taylor & Zafman, to prepare and prosecute patent applications wherein the patent applicant is a client of the law firm of Blakely, Sokoloff, Taylor & Zafman, and a registered practitioner, who is a member of the law firm of Blakely, Sokoloff, Taylor & Zafman, is the practitioner of record in the applications. This limited recognition shall expire on the date appearing below, or when whichever of the following events first occurs prior to the date appearing below: (i) Vanintheran Moodley ceases to lawfully reside in the United States, (ii) Vanintheran Moodley's employment with the law firm of Blakely, Sokoloff, Taylor & Zafman, ceases or is terminated, or (iii) Vanintheran Moodley ceases to remain or reside in the United States on an H-1B visa.

This document constitutes proof of such limited recognition. The original of this document is on file in the Office of Enrollment and Discipline of the U.S. Patent and Trademark Office.

**Expires: September 30, 2003**

A handwritten signature in dark ink, appearing to read "Harry I. Moatz", is written over a horizontal line.

Harry I. Moatz

Director of Enrollment and Discipline